

1925

Tourist Guide the Official Augusta Book

Augusta Chamber of Commerce

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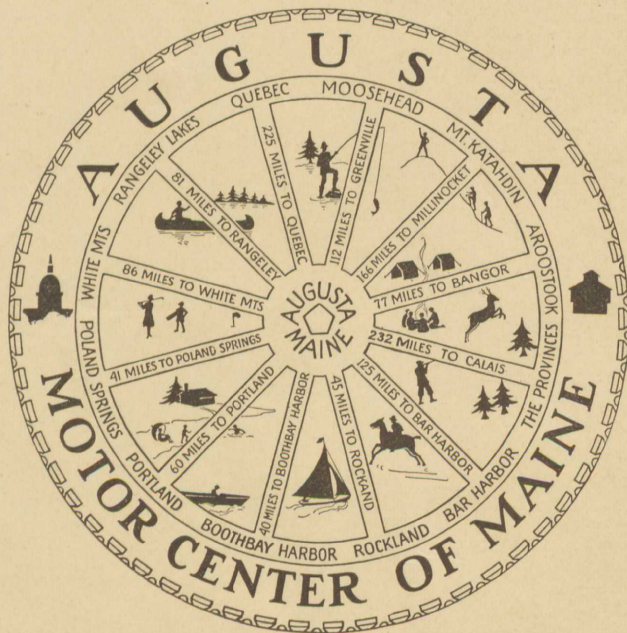
Augusta Chamber of Commerce, "Tourist Guide the Official Augusta Book" (1925). *Augusta Books*. 2.
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Tourist Guide

— The —
OFFICIAL AUGUSTA BOOK
ISSUED BY
THE AUGUSTA CHAMBER OF COMMERCE



THIS BOOKLET PRINTED BY
THE KENNEBEC JOURNAL



Shopping & Business GUIDE AUGUSTA CAPITAL CITY OF MAINE

Augusta's Gates are Open Wide!

An Arabian geographer describes an heroic extreme of hospitality in Bukharia:

When I was in Sogd I saw the great building, like a palace, the gates of which were open and fixed back to the wall with large nails. I asked the reason, and was told that the house had not been shut, night or day, for a hundred years.

Strangers may present themselves at any hour and in whatever number; the master has amply provided for the reception of the men and their animals and is never happier than when they tarry for some time. Nothing of the kind have I seen in any other country.

Augusta's welcome to the new resident, the visitor or the tourist is no less cordial and sincere. Whether your stay is of long or short duration, the citizens of the Capital City will do their best to make you feel at home. The Chamber of Commerce, located in City Hall, (Tel. 1611), offers its individual services and the facilities of its secretary and headquarters at City Hall to those seeking information or direction.

For mutual benefit this Shopping and Business Guide has been prepared, listing members of the Augusta Chamber of Commerce. You can depend upon them for honest dealing, attractive values, and prompt, courteous service. The Chamber of Commerce is glad to recommend and endorse these firms and individuals.

Advertising

The Roy Flynt Service

Agriculturists

Daniel E. Foster, Church Hill Rd.
Virginia Jones, South China

Automobiles

Accessories:

Brooks Hardware Co., 251 Water
Fifield Bros., 337 Water
Capital City Motor Co., 249 Water
Flynt Chevrolet Co., 83 Cony
Wadleigh Motor Co., 290 State

Body Repairs:

Wave's Auto Body Shop, 17 Jackson

Gasoline and Motor Oils:

Fifield Bros. (Tydol) 337 Water
Flynt Chevrolet Co. (Socony) 83 Cony
Sherman's Garage (Socony) Bridge
Standard Oil Co., Hallowell

Laundries:

Sherman's Auto Laundry, Bridge

Sales and Service:

Capital City Motor Co. (Ford) 249 Water
Flynt Chevrolet Co., 83 Cony
Wadleigh Motor Co., (Nash and Packard) 290 State

Architects

Bunker & Savage, 256 Water

Awnings, Windowshades and Wallpaper

F. H. Beale Furniture Co., 149 Water
Trouant & Bates, 283 Water

Railroads

Maine Central Railroad Co., Water

Radios

Downing, C. E., 265 Water
Dowe, Edgar L., 20½ Pleasant
Fifield Bros., 337 Water
Parker's, 33 Cony

Real Estate Dealers

Armour, James, 41 State
Church, E. W., 46 So. Chestnut
Hegarty, Stephen, 254 Water
Hutchins, W. D., 284 Water
Newbert's Agency, 284 Water
Soule, A. A., 39 Melville
Soule, A. N., 217 Water
Williams, L. T., 16 Green

Restaurants and Tea Rooms

Odeon, Rosanne, Tea Room, 222 Water
Oriental Tea Garden, 320 Water
Packard's Smoke Shop, 266 Water
State Lunch, (Cafeteria) 219 Water
Winslow's Candy Shoppe, 302 Water

Rubber Goods

Ball Band Rubber Store, 182 Water

Schools

Burrill, Fred W., Supt. of Schools
Perkins, Everett V., Prin. Cony High School

Shoe Manufacturers

Crossett Shoe Co., Bowman
R. P. Hazzard Co., Gage

Sign Painters

McCurdy, Stanley, 22 Pleasant

Shoe Stores, Retail

R. P. Hazzard Store, Water
Hersey Shoe Store, 204 Water
Quality Shoe Store, 234 Water

Specialty Shops

The Lishness Shoppe, 185 Water
The Gray Shoppe, 199 Water

State Departments

Gardiner, Hon. William Tudor, State House, Governor of Maine
Inch, Effie Mott, State Hospital,
Supt. of Nurses
Packard, B. E., State House
Commissioner of Education
Patrick, S. E., State House
Department of Education
Tyson, Dr. Forrest C., State Hospital
Supt. of State Hospital

Stationers, News Dealers and Periodicals

J. Frank Pierce Store, 224 Water
Quimby's, 258 Water
George E. Merrill, 221 Water

Summer Hotels, Inns and Camps

Martha Washington Inn, Winthrop, Me.
George Nobis, Prop.
Riverbreeze, Riverside Drive, Augusta, Me.
Howard MacFarlane, Prop.
Packard's Pine Grove Camps, East Winthrop, Me.
Walter Packard, Prop.
Tallwood Inn, Maranacook, Me.
Sam Patterson, Prop.

Loyal Supporters

Arnold, John C., Postmaster, Water
Calumet Club, 269½ Water
Colburn, Horace, Supt. of Kennebec Journal Co.,
Willow
Farnum, Col. F. H., Western Ave., New England
Public Service Co.
Farrington, Hon. F. G., Associate Justice, Court
House
Fisher, Hon. Wm. H., Associate Justice, Court House
Gannett, Wm. H., Western Ave., Retired
Hegarty, Stephen, 254 Water St., President State
Trust Co.
Hiehorn, Charles S., President First National Bank,
Water
Higgins, Foster L., 47 Court St., Com. Trav.
Holmes, W. Gerald, Ind. Eng., N. E. Public Service,
Green
Leighton, Ralph, Reg. of Probate, State House
Mace, Mrs. Frank E., Winthrop
Macomber, George E., 284 Water, Retired
Ottman, Henry I., (New York), Manchester, Me.
Parrott, A. F., 97 Winthrop, Retired
Spencer, George Otis, 24 Stone, Treas. N. E. P. S. Co.
Spoifford, George E., Green, Treas. York, Hill, Androscoggin, Edwards Cotton Mills
Weston, Nathan, 39 Green, Retired
Whitney, A. W., 146 State, Retired
Wyman, Walter S., Green, Pres. C. M. P. Co.

Tobacconist

Packard's Smoke Shop, Water

Tailors

Augusta Merchant Tailoring Co., 284 Water
Ingraham, E. H., 92 State

Theatres

Capitol Theatre Co., 292 Water
Colonial Theatre, 137 Water

Timberlands

Boyd, Byron, 183½ Water
Viles, Blaine S., 284 Water

Used Auto Parts and Supplies

Edward L. Ripley Co., 34 Howard

Veterinarians

Maddocks, Dr. M. E., 7 School

Wholesale Grocers

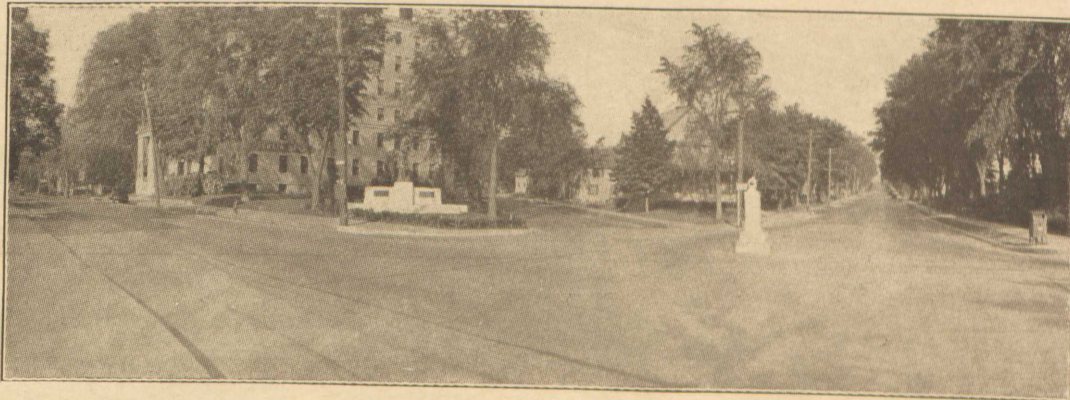
Holmes-Swift Co., 353 Water
Robbins-Ellis Co., 8 Bangor

10c Stores

F. W. Woolworth Co., 275 Water

STATE HOUSE

AUGUSTA HOUSE



WAR MEMORIAL

WESTERN AVENUE, STATE AND GROVE STREETS

You're in Augusta

ALONG the rugged hillsides that flank the faithful Kennebec has grown a city of broad, pleasant streets, comfortable homes, stately buildings and nationally known industries.

It's Augusta, in the State of Maine.

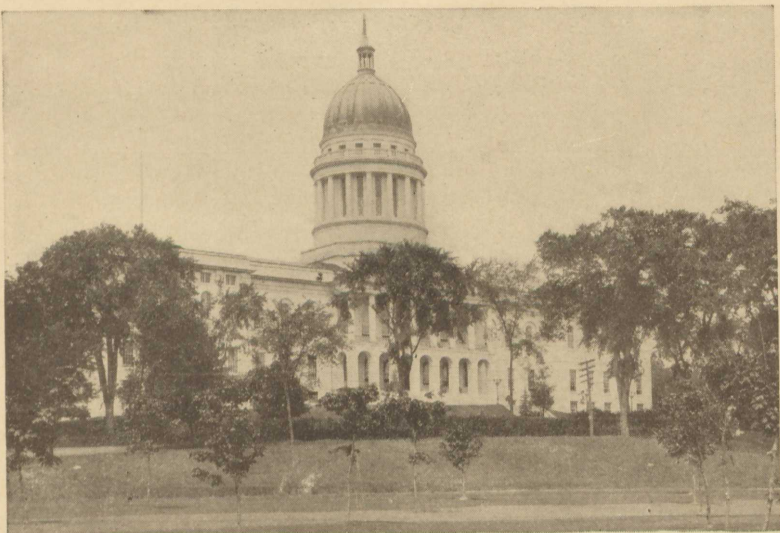
Rich with tradition, profuse with natural beauties, Augusta will entice you with its varied charms.

Your trip to Maine will mean more to you if you tarry a while with us. When you have exhausted the possibilities of the city you can, with profit, extend your radius, using Augusta as a center.

Facts Worth Knowing

AUGUSTA:

is situated in latitude $44^{\circ} 14''$
 is situated at the head of navigation on the Kennebec
 was founded 1754
 became a city in 1849
 has a population of over 17,000
 has a birth rate of 19.5 per thousand
 has a death rate of 15.8 per thousand
 has a public owned water system with an unlimited supply of pure water



Maine's Capitol Designed in 1829 by Bulfinch

Designed by Bulfinch, one of the most famous architects of New England's early architecture, designed Maine's Capitol after the style of his work, the Massachusetts State Capitol.

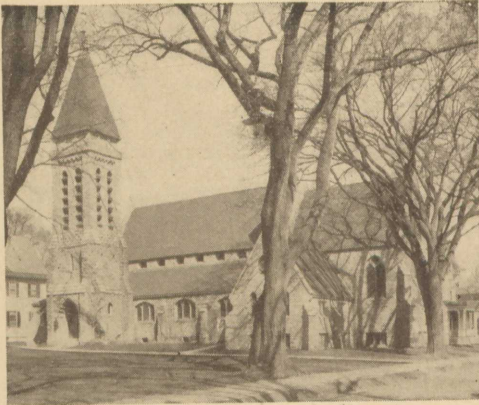
The present building has the same impressive portico, the same style of entrance arches, the same high basement. Over a hundred years have passed since the erection of the first building. Changes and alterations have been made. Three wings have been added. A new and larger cupola has replaced the original dome, but the Bulfinch front has remained undisturbed, an impressive reminder of Maine's early beginnings.

The Capitol contains the executive

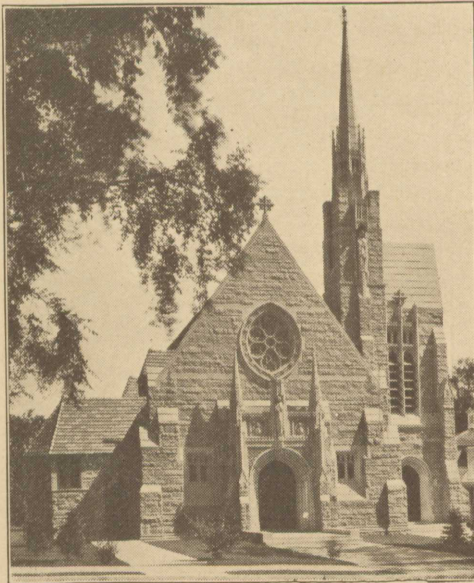
chambers and all other departmental offices except those of the Adjutant General and Highway Commission. The last named two occupy a new fireproof building at the south and west of the Capitol. About 450 persons are employed in the various departments of state.

In the State House, on the ground floor, is the State Museum with its thousands of exhibits, notable among which are the cabinets of Maine animals and birds all mounted to show their natural habitat, the young and kind of feed. The children will enjoy looking at the tanks of live fish. A visit to the museum gives a silent educational lecture on Maine's wild life that is well worth while.

Churches



St. Mark's Episcopal Church

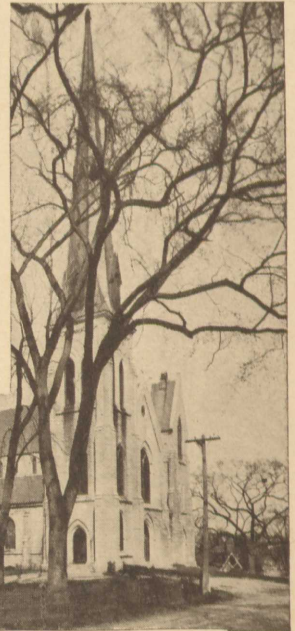


St. Mary's Roman Catholic Church

Augusta has ten churches, the Methodist Episcopal, St. Mark's Episcopal, Universalist, Unitarian, Congregationalist, Penney Memorial, United Baptist, Christian Science, St. Augustine's (French) Catholic, St. Mary's Catholic, and Spiritualist.

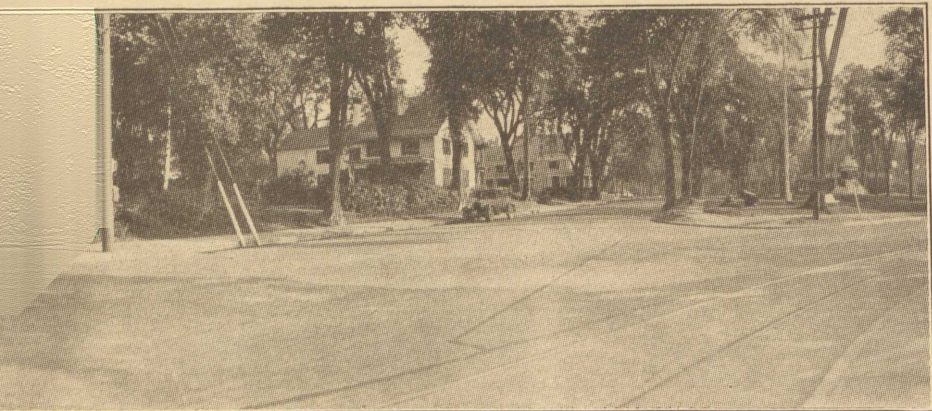
In 1925 St. Mark's Episcopal church was presented with a chime of eleven bells. The great bell weighs 3000 pounds, the smallest 324 pounds with a combined weight of nine tons. The carillon is electrically operated from the organ or rectory. The chimes are played daily at 5 P. M.

The church is open daily and the Rector esteems it a pleasure and privilege to show people through the edifice. All churches have fine clubs and organizations for men, women and young people.



Congregational Church





MONUMENT PARK

Our Stores

Augusta is a trading center of some 60,000 people. It compares favorably with cities several times the size of Augusta. You will find well-stocked stores, modern goods, and courteous sales people. There is an adjunct of the Chamber of Commerce. Feel free to ask any question about the city. Visitors have found Augusta merchants many compliments of courtesy and attention. Ask for your comparisons.

Social Opportunities

Fraternal organizations, social and business clubs are numerous. The Masonic bodies which occupy their own temple consist of two Blue Lodges, Chapter, Commandery, O. E. S. Lodge of Perfection, Princes of Jerusalem, and Rose Croix. The Odd Fellows include the Encampment, Canton and Rebeccas. The Elks own their own lodge. The service clubs include Rotary, Kiwanis, Lions, Zonta, and Business and Professional Women. A dozen other social, patriotic and educational clubs appeal to a diversity of tastes.

The Chamber of Commerce Welcomes You

When you visit Augusta you will receive a friendly greeting. You'll find Augustans a hospitable people among whom the old New England stock still predominates.

The Chamber of Commerce stands ready to extend any service that will make your visit a happy one, make you reluctant to leave and eager to return.

In our brief booklet it is difficult to touch more than a few high spots.

The Chamber of Commerce rooms are open daily except Sundays and holidays from

9 to 12 A. M.

and

1.30 to 5 P. M.

We invite you to call at our office in City Hall (easterly end of Kennebec bridge) for information about hotels, resorts, cottages, bus lines, trolleys, train service, and fishing and hunting bulletins.

While nearby localities are most familiar, the Augusta Chamber will be glad to obtain information relating to any part of the state.

Address all mail inquiries to the Augusta Chamber of Commerce, Augusta, Maine.



The Business Section

Good Roads in Every Direction

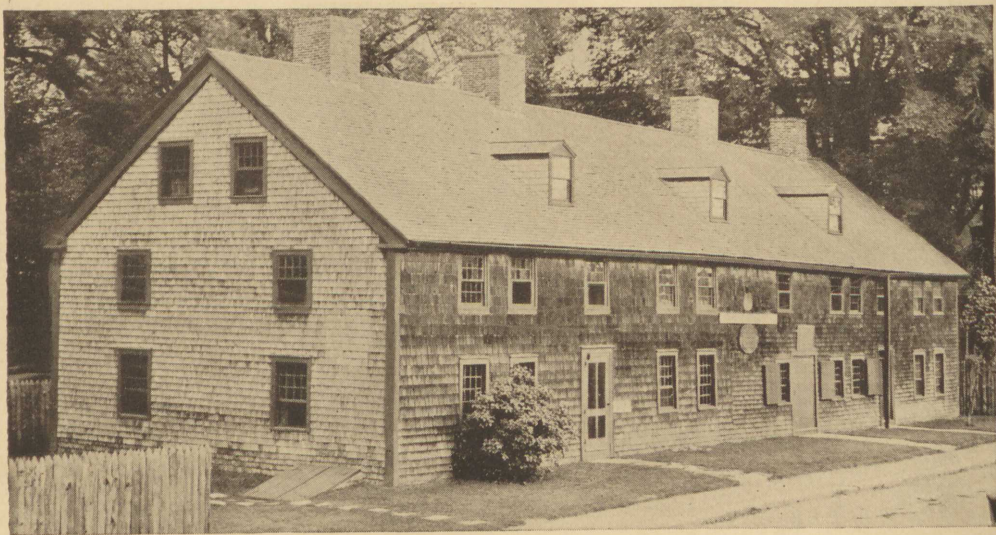
Hard-surface roads, broad and smooth, stretch before you whichever way you turn your wheel. To Belgrade Lakes, to Quebec, to Bar Harbor, to Rockland and the ocean, to Winthrop or Portland, it matters not, every road is a good road.

State routes No. 100, 101, 102, and 201 pass through Augusta.

For a change try a country road and ramble along under arching trees or beside the laughing brooks and sparkling ponds. You will be refreshed and delighted with the scenery and the freedom from traffic. The Chamber of Commerce will direct you to those quiet beauty spots you might otherwise miss.



Nearby Country Road



Fort Western---Where Augusta had its Beginnings

History tells us that the first Englishman to visit Augusta came in 1607 when a depuration sailed up the Kennebec from the Popham settlement at the mouth of the river.

Twenty years later Governor Bradford of Massachusetts sent out an expedition from the Pilgrim Colony to establish a post in "ye most convenient place for trade." This convenient place was at Koussinoc, now Augusta, and the post was built under Royal Patent on the steep easterly bank of the river where Fort Western was later built.

In 1754 word reached Governor Shirley at Boston that the French and Indians were planning depredations on the Kennebec and

orders were immediately given for the erection of Fort Western.

On this historic spot Benedict Arnold's expedition halted on its ill-fated march on Quebec. Here Aaron Burr stopped. Here, too, Paul Revere was entertained on his return from a poorly managed sortie on the British at Castine.

Fort Western was restored in 1919 by W. H. Gannett and his son, Guy P., prominent residents of Augusta and descendants of the early owners of the Fort. The Fort is open daily from 9 to 4 during the months of May-October. An attendant is present to describe the collections of antiques which fill the building. A small fee is charged.



Augusta House

Hotels

The Augusta House is known as the "Most Homelike Hotel in Maine." From May to November it is a favorite stopping place for tourists who plan their trips so that they can enjoy a few nights under its hospitable roof. Cuisine is excellent.

It is always safer to secure reservations in advance.

The Augusta Rotary Club meets here every Friday evening at 6.10. Visiting Rotarians are cordially invited to attend.

The approach to the House has recently been made more beautiful by the erection of a beautiful Soldier Memorial, the gift of Hon. and Mrs. Geo. E. Macomber, prominent local citizens.

Hotel North

The North—on the main business street, is the commercial hotel of the city. Excellent table.

The Augusta Kiwanis Club meets here every Thursday noon. Sojourning Kiwanians are urged to attend the meetings.

The Lions Club of Augusta also meets at the North every Wednesday noon.

The Lawrence House and Wayside Inn with accommodations for a limited number of guests are rated as first-class and moderate in prices.

Other Accommodations

If you prefer a private home or boarding house the Chamber of Commerce can always give you the proper directions.

Places to Visit

Augusta offers attractions of such general interest that they will well repay the tourist to linger awhile to consider their beauty, as well as their historical and educational importance.

In the order of their interest the following are the objects and views which are considered most important:

State House: State Museum, View from Cupola, Old Battle Flags

Executive Mansion (formerly the home of James G. Blaine), open daily 2-4 Saturdays and Sundays

Fort Western (open 9-4 daily Sundays and Holidays)

Blaine Memorial

State Muster Field and Airport

Tour of the City

Tourists who visit the city without their own conveyance will find numerous public taxicab drivers who can give a well-planned tour of the city adding many touches of local interest for which there is no opportunity in a book of this kind.

Taxicab drivers are supplied with approved tour routes of the city together with information about the principal places of historic importance.

Tourists who use the taxicab service are invited to send any comments to the Chamber of Commerce.



Winter finds many devotees of Outdoor Sports indulging their hobbies. At left, skating on High School Rink. Left center, ski races. Right center, ski jumping. Bottom left, Toboggan slide. Bottom right, Entrance to Ganeston Park. The thermometer seldom drops to zero.



For Exhilarating Sport Come for a Winter Holiday

Augusta has led the State in the development of winter sport activities and has a large following of devotees of the various branches of outdoor winter activities.

The steep hills for tobogganing, skiing and coasting, the lakes, river and rinks for skating and hockey, and the broad snow-covered fields for snowshoeing, present unlimited possibilities for exhilarating winter sports and games.

While enjoying no monopoly of snow and ice, Augusta possesses a natural terrain comparable with the most famous winter resorts of the Swiss Alps. The winter climate of Augusta is bracing and invigorating but not too severe for keen enjoyment. The thermometer seldom drops below zero.

The devotee of fishing through the ice will find ample opportunity to indulge in his hobby.

Frequent horse races on the Kennebec River furnish another diversion that regularly draws large crowds.

Augusta invites the summer tourist to participate in her winter pastimes and sense the thrill of enjoyment which these snow clad hills so abundantly give.

Fishing

Within a radius of thirty miles are fully 25 large lakes and ponds which

furnish excellent fishing for bass, trout, salmon, pickerel or perch. Lake Cobbossee, only six miles from Augusta, is well stocked with lake trout, salmon and white perch. Nearly every place can easily be reached by bus, trolley or automobile.

Out-of-State guests are required to provide themselves with a fishing license which can be procured from any first-class sporting-goods store. Copies of the State's game laws can be obtained without charge from dealers in sporting goods.

Boating

Boating and canoeing are alluring sports to every one. Every lake and pond is a standing invitation to dip paddle or oars. Within half an hour of Augusta are a dozen attractive spots where you can indulge your fondness for the water. Boats or canoes can be rented by the hour, day or week.

Dancing

Jump into your car, step on the gas and visit one of the near-by open-air dancing pavilions. You'll find a good orderly crowd, jazzy music and one of those informal good times that will thrill you with the very joy of living.

If you have a penchant for shooting, bring your gun and meet with the "Nitro" Club. Regular trap and skeet shooting facilities at the Muster Field. Club meets every Wednesday P. M.

Points of Interest About Augusta

MONUMENT PARK (Near Augusta House). The bronze figure of Liberty, mounted on a granite pedestal, commemorates the services of Augusta's volunteers in the Civil War.

GIRLS' COMMUNITY CLUB (Crosby Street). Occupies old colonial home bequeathed by Miss Helen Fuller, a descendant of one of Augusta's best families. A friendly, uplifting atmosphere for the working girl, with plenty of opportunities for social enjoyment.

LITHGOW LIBRARY (Near Y. M. C. A.) Dedicated February 3, 1896. Open week days 10.00 A. M. to 9.00 P. M., 13,000 volumes. (Non-residents may borrow books on payment of small deposit.)

COURT HOUSE. County offices of the Clerk of Courts, Register of Deeds, Register of Probate, Treasurer, Commissioners, Superior and Supreme Courts. Centennial exercises commemorative of the establishment of the Court House here were held June 1, 1930.

KENNEBEC BRIDGE. Built in 1890 to replace wooden bridge built 1827. First bridge built in 1797, the first to span the Kennebec and at the time of its erection, the largest in Maine.

CITY HALL (East end Kennebec Bridge). Offices of City Government, public assembly hall and Police Department. Headquarters of Chamber of Commerce.

KENNEBEC DAM. First built in 1837 and four times partially washed away. In 1870, after suffering severely from freshets, the whole dam was rebuilt. Develops 4500 horse power. Head of navigation.

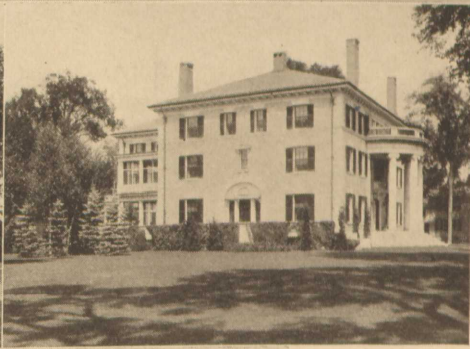
AUGUSTA STATE HOSPITAL. Maintained by

the State for the treatment of mental diseases. Established in 1834. Farm and buildings comprise nearly 500 acres. Employs about 250 persons.

POST OFFICE (Water Street). Completed and opened to the public January 1, 1890. North wing added in 1912. About 40 tons of second-class mail, from the city's publishing houses, are handled here daily, cars are dispatched direct to Chicago, Illinois; Cincinnati, Ohio; Cleveland, Ohio; Council Bluffs, Iowa; Kansas City, Missouri; and St. Louis, Missouri. The extraordinary amount of second class mail originating at Augusta develops a correspondingly large amount of money order business which ranks far above post offices of the size of Augusta. In October, 1919, Maine was constituted an Internal Revenue District with headquarters in this building. The second floor is devoted almost exclusively to the Tax Department.

MAINE CENTRAL STATION. Unique and unlike anything else in Northern New England. Exterior and interior as well as beauty of grounds make it one of the finest in New England and unsurpassed in attractiveness in Maine.

HARTFORD FIRE STATION. Site presented to city by heirs of George H. Hartford, formerly president and principal owner of Great Atlantic and Pacific Tea Company. By its central location the station serves any part of the city. Up-to-date equipment and an adequate staff of full-time firemen give Augusta exceptional advantages in fire protection. Visitors welcome.

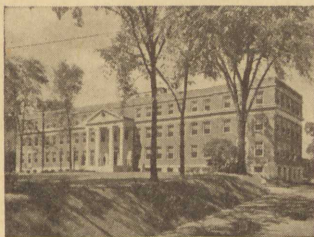


Top, Executive
Mansion. Left
center, Y. M. C.
A. Right cen-
ter, Hill man-
sion. Bottom,
Edwards Cot-
ton Mill.

Augusta Has Well Balanced Industries

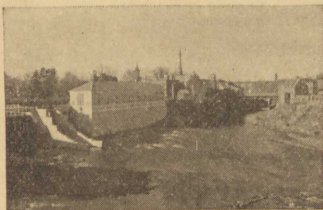
Prosperity in Augusta is assured by several contributing conditions.

Industries are so well balanced and so well managed that unemployment is almost unknown. Labor conditions in Augusta, too, are almost ideal. Racially nearly 80 per cent. of the labor is American which is contented, efficient and reliable.



The Home Office of the Central Maine Power Company is located at Augusta

The advantages of Augusta as an industrial center are more pronounced on account of the fortunate location of nearby large developments of low-priced electric energy.

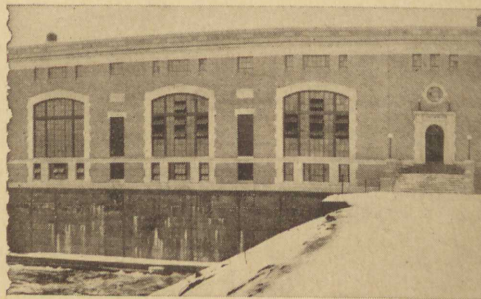


Skowhegan Generating Station

Within a radius of 40 miles is generated about 90,000 horse power of electric energy in the Central Maine Power Company's system. More than 75 per cent. of this power is generated from water power.

Augusta is Central Point

Not only is Augusta the home office of the Central Maine Power Company but it is also the home office of the New England Public Service Company with its personnel of highly trained engineers who are always available at first hand to make recommendations and to assist in working out the problems of power customers.



*Gulf Island Generating Station only
32 miles away*

It has been the policy of this company to keep from one to two years ahead of the power market so that there will be no lack of electricity to meet the demands of new industries and the expansion plans of those already in operation.

Cotton

Edwards Manufacturing Company is the city's largest and oldest industry. Under normal conditions the mill operates more than 2000 looms and more than 70,000 spindles. About 1100 hands are employed. The average output is about 550,000 yards of cloth a week. The industry was established in 1854.

By wise management the company has been able to operate without shut-down during the widespread textile depression of recent years.

National Publications

In the growth and prosperity of Augusta the publishing business has been a tremendously important factor.

At present the two largest and oldest publishing houses print monthly more than 3,000,000 copies of their several periodicals. HEARTH AND HOME and GOOD STORIES are fiction magazines circulated by the Vickery & Hill Publishing Company with a total of a million circulation. NEEDLECRAFT, published by the Needlecraft Publishing Company, deals with embroidery and kindred subjects and has a circulation of over a million. Between 200 and 300 people are employed in producing these three magazines.

COMFORT, published by the Gannett Publishing Company, has had over a million circulation for over thirty years. It is devoted to the home life of small town America.

Paper Making

Cushnoc Paper Corporation at the eastern end of Kennebec Dam has a daily output of 150 tons of newsprint.

About 250 men are employed. The gross value of the product is about \$3,000,000.

During the past few years the mill has been thoroughly modernized and placed under the most able management of its history.

Lumber

Augusta Lumber Company has an unbroken industrial history of 135 years.

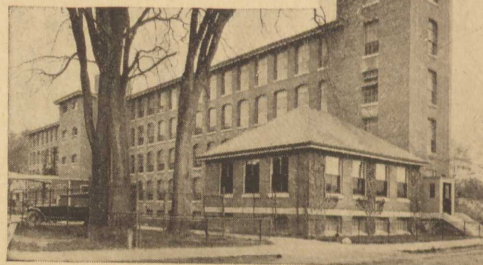
Employing about 110 men during the operating season the mill produces about 6,000,000 feet of long lumber, 3,000,000 laths, 5,000,000 shingles and about 5000 tons of pulp chips.

Shoes

Augusta is fortunate in having two shoe factories.

Lewis A. Crossett, Inc., manufactures the well-known Crossett shoe, a high grade product known throughout the country.

R. P. Hazzard Company manufactures the well-known Hazzard shoe, specializing in the popular \$4 grade.



Home of Augustan Shoes

Old Scotch Company

Old Scotch Ginger Ale is a popular product which is being produced on a larger and larger scale by a well managed company. The average yearly production is about 50,000 cases of Old Scotch and other carbonated beverages.

Printing

About half a million dollars worth of printing is annually turned out of Augusta shops, which gives it the reputation of being one of the largest printing centers in Maine.

Glenwood Springs

Crystal pure water that stands the highest test is the basis of all the bottle sodas and ginger ale bottled by the foregoing company, whose brands include 4 Roses Ginger Ale and Maine-made Pale Dry.

Electrotyping

Related to the publishing business but with no direct financial connection is the Augusta Electrotpe Company which operates a technical process for making printing plates. About 12 men are employed in this industry.

Northeastern Press

—an organization specializing in type composition for text books for high schools and colleges in French, German and Spanish as well as English text books of a highly technical character. The Northeastern Press has a payroll of about \$30,000 a year.

Augusta's Newspaper

Augusta is proud to possess the oldest daily newspaper in Maine. The Kennebec Journal was first published in 1825 and it has continued publication without interruption ever since that time. Its proprietors, the names of whom include James G. Blaine and other most prominent of Maine citizens, have always aimed to make the paper a credit to the community. In this they have succeeded and the Journal is regarded everywhere as far superior to papers usually published in communities of the same size. It has the honor of being the official State paper.

With its circulation in Augusta proper of over 3000 and a circulation of over 8500 more extending up and down the Kennebec Valley, it is a powerful organ of publicity for both local and national advertisers and a news medium unsurpassed.

Not only is the mechanical plant of the Journal a superior one, but the job printing end of the establishment is one of the most efficient in the eastern part of the United States. In point of quality and quantity of production it is equalled by none in the State. The principal equipment includes a large battery of modern presses with automatic attachments and a book bindery. The plant of the Augusta Electrotpe Co. is also located in the Journal building, a fact that gives the purchaser of printing another advantage.

Big Friendly Banks

Ample resources and friendly attitude describe the banks of Augusta.

The Directors and Officers believing in the bright future of Maine have tuned their banking policies to harmonize with the demands of new industries and modern business.

It is the purpose of the Augusta banks to go as far as sound banking will permit to help build up the prosperity and welfare of the city and surrounding towns.

Thirty Million in Resources

The importance of Augusta as a banking center is emphasized by the resources of the five banks which total thirty million dollars.

STATE TRUST COMPANY

AUGUSTA TRUST COMPANY

FIRST NATIONAL GRANITE

AUGUSTA SAVINGS

KENNEBEC SAVINGS

Within their scope the Augusta banks offer the visitor or new comer many facilities for getting acquainted quickly.

The company which contemplates establishing a new business within the confines of Kennebec and nearby counties will find a bank able and eager to plan the way and assist in its development.

If you are coming to Augusta let the banks assist you.

Country Club--Golf

Bring your golf clubs along with you



Club House

and try some of your best shots on the Augusta Country Club Course. No matter how expert you may be you'll have to extend yourself to do it in par.

But if you are only a duffer you'll get just the same thrill from a round of the course.

The Course is at Manchester, six miles west of Augusta, overlooking beautiful Lake Cobbossee. Well seasoned nine holes. Additional nine holes ready for use by July 1931.

Guests of the Augusta House are granted playing privileges. On proper introduction any one may play.

Rates by day, month or season.

Pro always in attendance.



On the Links



Augusta and Its Beautiful Surroundings

Camps for Boys or Girls

Where to send your boys and girls for the summer is sometimes a big problem. They need the invigorating, balsam-laden air of the great outdoors. They need organized play and careful supervision.

The summer camp answers the question. Thousands of boys and girls from all over the continent, as soon as school has closed, come trooping Maineward to spend the vacation ideal beside the lakes, old Ocean and amid the woodlands of the Pine Tree State.

Nearly 200 well-organized camps for boys and girls are officially listed in Maine. More than 40 are situated within an hour's ride of Augusta.

Every camp is distinguished for some particular advantages and opportunities. Tell us your requirements and we shall be glad to assist you in the selection of the camp best suited to your boy or girl. In its recommendations the Chamber of Commerce is absolutely impartial.

DISTANCES

Augusta to

Montreal	— 375 Miles
New York	— 410 Miles
Chicago	— 1120 Miles
Boston	— 175 Miles
Philadelphia	— 525 Miles

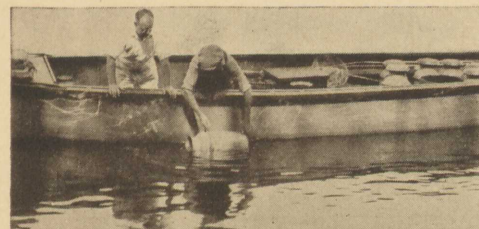
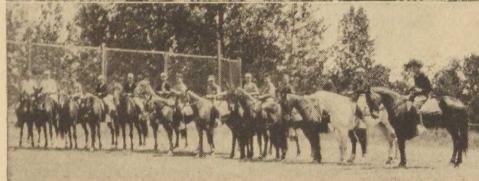
A Partial List of

Girls' Summer Camps

CAMP	R. R. STATION OR P. O.	LOCATION
Runoia	Belgrade Lakes	Belgrade Lakes
Abena	Belgrade Lakes	Belgrade Lakes
Jo-Lee	North Belgrade	North Belgrade
Hope	Belgrade	Belgrade
Arden	Oakland	Oakland
Somerset	Oakland	Oakland
Echo Lake	Readfield	Readfield, R. 27
Cathedral Pines	Winthrop	Winthrop
Abenaki	Winthrop	Winthrop
CochNeWaGan	Monmouth	Monmouth
Minnetonka	Monmouth	Monmouth
Wawanock	Jefferson	Jefferson
Katherine		
Ridgeway	Cooper's Mills	Jefferson
Wetona	Washington	Washington
Mars Hill	Union	Union
Beaver	East Union	East Union
Alford Lake	Union	Union
Highfields	East Union	East Union

Boys' Summer Camps

CAMP	R. R. STATION OR P. O.	LOCATION
Merryweather	North Belgrade	North Belgrade
Pine Island	Belgrade Lakes	Belgrade Lakes
Kennebec	North Belgrade	North Belgrade
Kennebec Jr.	North Belgrade	North Belgrade
Cedar Crest	Oakland	Oakland
Sunshine	Oakland	Oakland
Norridgewock	Oakland	Oakland
Saginwah	Oakland	Smithfield
Maranacook	Readfield	Readfield
Cebennek	Kent's Hill	Kent's Hill
Winnebago	Fayette	Fayette
Mowana	Readfield	Readfield
Pembroke	Winthrop	Winthrop
T. R. Ranch	Winthrop	Winthrop
Cobbossee	Winthrop	Winthrop
Yukon	Winthrop	Winthrop
Androscoggin	Wayne	Wayne
Jolef	Wayne	Wayne
Winslow	Winslow	Winslow
Winnecook	Unity	Unity
Damariscotta	Jefferson	Jefferson
Medomak	Washington	Washington



Woods, Fields, and Lakes Invite You

Augusta Schools

Augusta has given much time and has spent much money in developing her institutions of learning to their present high state of advancement.

A \$250,000 addition to the High School has recently been completed which can accommodate 700 pupils. Under normal conditions it will take care of the city's needs for another ten years.

Six elementary grade schools and two parochial schools complete the city's educational institutions. The total enrollment is more than 3500.

Within thirty miles of Augusta are three of the State's leading colleges.

Climate

Augusta shares in the equable winter climate of Maine and in few instances records temperatures of lower than zero. Over a 5-year period there is an average of about 12 sub-zero days during the months of December to March.

National Soldiers' Home

Four miles from Augusta, due east, on the Rockland Road, is the Eastern Branch National Soldiers' Home for Disabled Veteran Soldiers. The Home is a little city within itself with theatre, library, club house, stores, laundry, hotel, post office, besides the barracks, hospital and homes of the governing officers. The grounds are attractively laid out and beautifully kept. A national cemetery forms part of the reservation.

Using Augusta as a Base Try One of these Loop Trips

Reference Has Been Made in the Following
Numbers to the Official State
Highway Routes

BOOTHBAY HARBOR AND BRUNSWICK. Go via Gardiner, Dresden Mills, and Wiscasset to Boothbay Harbor. Maine coast resort. In passing through Wiscasset notice the fine old Colonial houses. Returning via Brunswick one will have the opportunity of visiting Bowdoin College where Longfellow, Hawthorne, Franklin Pierce, Thomas Brackett Reed and other notable men were graduated.

Routes 201 Augusta to Gardiner, 127 Gardiner to Wiscasset, 1 Wiscasset to Edgecomb, 128 Edgecomb to Boothbay Harbor, 128 Boothbay Harbor to Edgecomb, 1 Edgecomb to Brunswick, 201 Brunswick to Augusta.

POLAND SPRING. The ride to this famous and well known watering place is both interesting and picturesque. Go via Winthrop and Lewiston and return via Brunswick and Gardiner.

Routes 100 Augusta to Danville, 122 Danville to Poland Spring, 122 Poland Spring to Danville, 100 Danville to Lewiston, 196 Lewiston to Topsham, 201 Topsham to Augusta.

ORR'S ISLAND. A visit to this gem of our coast scenery is well worth the few miles of sandy road between Brunswick and the island. It seems a breeding place for romance, with its rocks and firs and waves and gorges. Come back via Wiscasset and Dresden Mills if you

have the time. Wiscasset seems typical of those coast towns which breathe the prosperity of by-gone days.

Routes 201 Augusta to Brunswick, 124 Brunswick to Orr's Island, 124 Orr's Island to Brunswick, 1 Brunswick to Wiscasset, 127 Wiscasset to Gardiner, 201 Gardiner to Augusta.

MORRISON HEIGHTS. A delightful drive in dry weather, over improved country roads to one of the most commanding spots in the country around. The Heights give an inspiring view of half a dozen snuggling ponds and miles and miles of unbroken scenery.

Routes 100 Augusta to Winthrop, 133 Winthrop to Wayne, Not Numbered, Wayne to Morrison Heights, 133 Wayne to Winthrop, 100 Winthrop to Augusta.

FARMINGTON. Go via Readfield and Mount Vernon and return via Belgrade Lakes. An interesting ride through charming country to the shire town of Franklin County and the renowned lakes at Belgrade.

Routes 100 Augusta to Manchester, 215 Manchester to Readfield, 134 Readfield to Farmington Falls, 2 Farmington Falls to Farmington, 2 (Reverse) Farmington to New Sharon, 140 New Sharon to Belgrade, 100 Belgrade to Augusta.

BELGRADE LAKES. A trip to this fisherman's paradise is well worth while. The return via Oakland and Waterville gives an additional glimpse of the lakes, streams and Kennebec River.

Routes 100 Augusta to Belgrade, 140 Belgrade to Belgrade Lakes, 140 Belgrade Lakes to Belgrade, 100 Belgrade to Waterville, 201 Waterville to Augusta.

Cobbosseecontee and Cobbosseecontee Regatta

THE LAKE

Cobbossee, six miles from Augusta, is about eleven miles long by three wide and as beautiful a sheet of inland water as you will find in Maine. Summer cottages, boarding houses and camps of every size and description line its shores. Island Park at the northern end of the lake is a popular dance resort.

The Cobbosseecontee Fish and Game Association is active in propagating the planting of game fish in the Lake with the result that good fishing may be enjoyed from early spring until late fall. Trout, salmon, bass and perch are caught in large numbers. Licensed guides are obtainable.

THE REGATTA

Annually, during the latter part of July is held a regatta for speed and out-board motor boats.

The course is a two and one-half mile oval which usually offers a glass-like racing surface. Several American out-board records have been established here.

Whether you are spectator or racer you will find the races will give you spectacular entertainment.

The Regatta is conducted by the Cobbosseecontee Fish and Game Association.

The Regatta offers one of the most colorful events of the summer at Cobbossee and is one of the few inland regattas of Maine.

In addition to the boat races there are usually aquatic sports and occasional exhibits of aeronautical acrobatics.



Scenes from 1929 Regatta



Resort Developments

Attracted by the natural beauty and advantages of the surrounding country, several companies have been formed for the development of resort projects. Much money has been spent in clearing the lake shores for cottage lots, laying out roads and bringing modern conveniences for the summer home.

The several projects, under development, offer a great variety of advantages to one seeking a permanent vacation home.

All are easy of access yet removed from the turmoil of the city. Fishing, boating, bathing opportunities extend their alluring invitations. The sweet-scented air of Maine spruce and fir mingle with the fragrant breath of hay-field and meadow.

The sale of cottage lots has not progressed so far but what desirable sites can still be obtained. Circulars depicting the charms of the various projects may be obtained from the Chamber of Commerce.

Augusta Air Port

Augusta was one of the first cities in Maine to recognize the advancing importance of aviation by the establishment and maintenance of an officially recognized air port. On the broad plateau that lies only a half mile west of the city's built-up section, planes of average size can land and take off with ease and safety. The field is marked by a 100-foot circle, a windcone and block letter signs on the nearby buildings. As many as 17 planes have been in operation at the field at one time. As the need requires the city plans to provide means for service stations of the necessary type.

Golf in Miniature

The miniature golf course fad that has recently swept the country finds Augusta providing entertainment in this novel form of sport by the erection of a sporty course at Manchester. The course is privately owned. It is flood lighted by night.

Play Grounds

Three well constructed and well managed play grounds form a permanent part of the city's attractions for children. Two of the resorts have organized play by trained physical directors. Forward looking plans indicate that the grounds will eventually come under the management of a City Park Commission. In addition to the established play grounds the state field opposite the Capitol, the Muster Field, and numerous other open tracts offer exceptional inducements for diversion and recreation for both young and old.

WINTHROP STREET

LANDING
CIRCLE

PLAN OF CAMP KEYS
AUGUSTA MAINE
(AUGUSTA AIRPORT)

Survey and plan made in May and June
1930 by Henry F. Mill Augusta Maine

WESTERN AVENUE

FACTS ABOUT MAINE

No state has a more varied topography than Maine. It is 320 miles long, 210 miles wide at its widest part; has a total area of 33,040 square miles; has 2,465 lakes, covering 3,200 square miles of water surface; four long, navigable rivers and 5,147 streams and small rivers; about 15,000,000 acres of timberland and 6,000,000 acres of farm land; 220 miles of direct seacoast line, but so notched with bays and inlets that it has a tidal line of about 2,400 miles, equal in length to one-half the entire Atlantic coast-line of the United States.

Maine ranks high in manufacturing, farming and fisheries. As one of the most famous summer resort states in the Union, it has clearly won its right to the title, "Summer Playground of the Nation."

In area Maine lacks only 215 square miles of being as large as the other five New England States combined.

Aroostook, the county farthest north, contains 6,408 square miles, an area larger than that of Rhode Island and Connecticut combined.

The state is divided into 16 counties, contains 20 cities, 407 towns, 67 organized plantations and 174 unorganized communities.

Of the 20 cities and 407 towns in the 16 counties, 8 cities and one town (Sanford) have more than 10,000 each. Portland, the largest city, has more than 70,000. The other 12 cities, according to population,

follow in this order: Lewiston, Bangor, Biddeford, Auburn, Augusta, Waterville, Bath, Westbrook, South Portland, Rockland, Old Town, Saco, Calais, Brewer, Gardiner, Belfast, Eastport, Ellsworth, Hallowell.

Of the lakes, Moosehead, in Piscataquis County, is the largest body of fresh water entirely within the borders of a single state. The Rangeleys and Grand Lake Stream series are the next largest lakes.

Lafayette National Park, on Mt. Desert Island, is the only national park east of the Mississippi River. It contains 10,000 acres. Mt. Cadillac, within the park, is the highest point of land on the entire Atlantic coast.

Old Orchard has the longest, hardest, smoothest stretch of beach on the North Atlantic coast, a natural landing field for aviators.

The average annual rainfall, evenly distributed, is 43.24 inches, which includes average depth of snow, equal to 6.91 inches of rainfall. So evenly distributed is the rainfall that severe droughts or damaging storms are exceedingly rare. The large wooded areas and hills in the state are a source of protection from windstorms.

Maine winters are not as severe as in corresponding latitudes in interior states. The air in summer is devoid of the dry, scorching heat that abounds in treeless sections of the country and in densely populated cities. Summer nights are always cool.

